



SEP 14 1995

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September 7, 1995

To: All Region Operations Managers, Division Managers, Retail Managers,  
Sales Representatives, Retail Representatives

From: Marty Washburn, Key Accounts Manager-Wal\*mart

Subject: Wal\*mart Supercenter Carton & Pack Plan-O-Grams- URGENT.....

*NONE*

Enclosed are new carton and pack plan-o-grams for the "Supercenter" division of Wal\*mart. There are only 2 different sets, 23A and 23B. An authorization letter from Bentonville is also included. **IMMEDIATE ACTION REQUIRED.**

Key Points:

1. The letter of authorization indicates a requested completion date of 9-15-95. Due to late notice our real goal should be to complete by 9-22-95. With a store count of 180 stores nationally this should be doable.
2. All new stores coming on line should be set to 23A. RJR gets 121 rows or 32% of capacity. Advise your people for future reference.
3. Most stores now have 28" to 32' of linear space. The new sets are for a 3' endcap to be provided by Philip Morris, and 20' in line. With this much reduction in space you will probably get some resistance at store level because:
  - a. Philip Morris has not placed the 3' endcap yet.
  - b. I will have to keep back stock, no space
  - c. I will have to stock more often, do not have the hours in the department

RJR response should be:

- a. We should go ahead and set the 20' inline section as shown. PM will come in and set the 3' endcap when available.
  - b. You receive multiple orders from McLanes weekly, this set is better inventory control. Your new replenishment system will be operating shortly and help with keeping you in stock.
  - c. The Home Office is aware of stocking time required with the new fixtures. Based on store averaged volumes, 23' is sufficient in most cases for sales.
4. Shelf heights are important. From the bottom they should be 4,6,6,4,6,6. Start at the bottom and work up.

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5. The carton fixture should be top priority. Wait until PM has reset the single pack fixture to do our part. In most cases we have better position presently than on the new plan-o-gram for packs.
6. Please respond back to the Dallas Rou, ATTN: Kathi Caldwell with your completed stores each Monday until complete. Fax# 214-644-2859.
7. If you have problems at store level contact Jerry Sanders or Paulette Wieland in Bentonville at 501-273-6178 while in the store, or contact me at 1-800-432-7578.

CC: J.V. Maguire  
AVP'S  
RSM'S

W/ATTACHMENTS

1. Authorization letter
2. 23A, 23B, single pack plan-o-grams
3. store list

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